| | |
|---|---|
| **From:** | Ehud Barak <ehbarak1@gmail.com> |
| **To:** | Nimrod Priell <nimrod.priell@gmail.com> |
| **CC:** | |
| **Date:** | Tue, 12/2/2014 6:19:24 AM |
| **Subject:** | Re: Sabres security - 8200 based SaaS security for 200M WebApps |

Thx Nimrod
I hope it doesn't bother you too much. I'm just too ignorant on these issues to pass a sincere judgment on my own.
Best
EB

Sent from my iPhone

On Nov 27, 2014, at 14:57, Nimrod Priell <nimrod.priell@gmail.com> wrote:

> Business model is problematic.
> 99% (this is a power law distribution, so it's really going to be 99%) of CMS websites are going to be: cooking recipe websites, portfolios of designers, small businesses like veterinary clinics, blogs, etc. There's not much to attack in them. All of the stats about industries attacked are not talking about the CMSs. So their 3B shrinks to 30m if they capture the entire market. People buying a cheap (<10$ a month) CMS subscription will not pay $8 extra for "security".
>
> There may be a business in sites integrating CMSs into big multi-million $ businesses or websites will separate the CMS with a firewall or custom security solutions from the CMS provider: But I'd require more knowledge and examples of these clients beforehand (these might shell out 10's or 100's of $K for this, which makes it useful).
>
> The second thing is, it's in the business of WordPress, etc. to be secure. So they keep updating the platform and working on its security. So the added value seems dubious to me - it's not that there aren't any holes in these CMSs : There are tons. But building an "extra security" plugin from the outside is extra work to plug stuff the CMSs themselves can plug internally, easily. It may be conceived as damaging their brand when you have to buy "extra" security. The best thing they could could hope for is to partner with the CMSs themselves, which sounds much more reasonable to me. Otherwise, these guys will have to constantly adapt with changes made to the underlying code they are based on: There's no clean layer of abstraction there.
>
> That said, an active component in a website (like the javascript they suggest), geared towards finding bots may be in itself good - there's a big CAPTCHA industry and if you can claim to replace it with something that detects bots without needing that extra verification step that is hurting user conversion and experience, that's big (but also, an extremely difficult adversarial game to pull off where your reputation downside is huge).
>
> If they turn this into a webapp security scanner that fits more than just CMSs, that's great (though it's very 2005, these startups were sold to RSA and IBM at great prices).
>
> If they can solve phishing through some active challenge mechanism that the user is used to on the "real" website, and cannot be copied to the fake, phishing website -- that's an enormous, enormous business: If they can patent and protect their idea (by creating some cloud service that provides it) from being easily adopted.

On Thu, Nov 27, 2014 at 12:29 PM, ehbarak <ehbarak1@gmail.com> wrote:

Hi Nimrod
Hope you enjoy London. Same Elinor.
Sorry for Amos.

Pl look into it and share with me your impression.
Best
EB

Sent from my iPhone

Begin forwarded message:

**From:** Alon Fishman <alon@lightsaberventures.com>
**Date:** November 27, 2014 at 14:15:11 GMT+2
**To:** "ehud barak (ehbarak1@gmail.com)" <ehbarak1@gmail.com>
**Subject: Sabres security - 8200 based SaaS security for 200M WebApps**

- Confidential, Patent pending -

Dear Mr. Barak,

We were introduced few months ago by Dror Salee from Guardicore.

I'm helping to create Sabres security- **SaaS Protection for CMS WebApps** with initial focus on the market for Wordpress CMS (>140M sites), Joomla! (>30M sites) & Drupal (>15M sites).

Its unique, simple to use, CMS ready architecture (Free drag & drop CMS plugin + SaaS monitoring) puts it in the best positioning for winning a major share of this **$3B** yearly opportunity.

Sabres security is at seed stage, but only few months before market.

Team includes:

- Shay Bracha (CEO, Israel)- Technology expert, ex IT manager of **GlaxoSmithKline** Israel, owner of Web development company.

- Eithan Magid (VP BD, NYC)- Technology expert, owner of eMagid (SW house) & MetroClick (Digital Signage house).

- Omer Sadika (CTO)- 8200 cyber security expert.

Interested to meet?

BR,

Alon fishman, CEO

LightSaber ventures

O: +972 (9) 7724873

M: +972 54 465 87 99